

**IN THE CLAIMS:**

Please amend claim 44 and add new claims 61-78, as indicated in the following listing of claims, which replaces all prior versions and listings of claims in the application:

1. (Original) An advertisement arrangement for an article of merchandise, comprising:
  - a display sleeve comprising at least one open end, wherein the display sleeve comprises
    - a front side comprising a border and a window having a perimeter defined at least partially by the border, and
    - a back side opposite to the front side,
  - wherein the front and back sides are flexible so as to permit at least a portion of the article of merchandise to be passed into an interior of the display sleeve via the at least one open end of the display sleeve; and
  - an advertising information sheet removably disposed within the display sleeve, the advertising information sheet comprising information pertaining to the article of merchandise, the information being visible through the window,
  - wherein the advertisement arrangement is configured to allow the advertising information sheet to be exchanged for a different advertising information sheet.

2. (Original) The advertisement arrangement of claim 1, wherein the information pertaining to the article of merchandise is information likely to induce a customer to purchase the article of merchandise.
3. (Original) The advertisement arrangement of claim 1, wherein the advertising information sheet is larger than the window, the advertising information sheet being arranged within the display sleeve so that edges of the information sheet are not visible through the window.
4. (Original) The advertisement arrangement of claim 1, further comprising a transparent pane associated with the window.
5. (Original) The advertisement arrangement of claim 1, further comprising a transparent sleeve between the front and back sides of the display sleeve, the transparent sleeve being configured to hold the advertising information sheet for viewing through the window.
6. (Original) The advertisement arrangement of claim 5, wherein the transparent sleeve is sized to receive a 8 ½ by 11 inch sheet.
7. (Original) The advertisement arrangement of claim 6, wherein the advertising information sheet has dimensions of approximately 8 ½ inches by approximately 11 inches.

8. (Original) The advertisement arrangement of claim 7, wherein the transparent sleeve has an open end, and is attached inside the display sleeve to the front side of the display sleeve.
9. (Original) The advertisement arrangement of claim 1, wherein the front and back sides of the display sleeve are attached along two respective side edges, and are not attached along two other respective edges.
10. (Original) The advertisement arrangement of claim 1, wherein the display sleeve is formed of at least one of a poster-board paper and cardboard.
11. (Original) The advertisement arrangement of claim 10, wherein the sleeve comprises a fold attaching the front and back sides at one side edge, and wherein the front and back sides are sealed together along another respective side edge.
12. (Original) The advertisement arrangement of claim 1, wherein the back side is continuous.
13. (Original) The advertisement arrangement of claim 1, wherein the information comprises at least one of warranty information, information about at least one feature of the article of merchandise, and a sale price.

14. (Original) A display, comprising:
- an article of merchandise; and
  - the advertisement arrangement of claim 1, the advertisement arrangement being attached to the article of merchandise, and wherein the information pertaining to the article of merchandise is information likely to induce a customer to purchase the article of merchandise.
15. (Original) The display of claim 14, wherein the article of merchandise is luggage comprising a trolley handle, and wherein the display sleeve is disposed about at least a portion of the trolley handle.
16. (Original) The display of claim 15, further comprising:
- a second article of luggage comprising a trolley handle,
  - a second advertisement arrangement, the second advertisement arrangement comprising an advertising information sheet comprising information, the second advertising arrangement being attached to the second article of luggage, and
  - wherein the advertising information sheets of both the first and second advertisement arrangements comprise information relating to the same type of luggage, and wherein the information of the advertising information sheet of the first advertisement arrangement differs from the information of the advertising information sheet of the second advertisement arrangement.

17. (Original) The display of claim 14, further comprising a transparent pane associated with the window.
18. (Original) The display of claim 14, wherein the display arrangement comprises a transparent sleeve between the front and back sides of the display sleeve, the transparent sleeve being configured to hold the advertising information sheet for viewing through the window.
19. (Original) The display of claim 18, wherein the transparent sleeve is sized to receive a 8 ½ inch by 11 inch sheet.
20. (Original) The display of claim 19, wherein the advertising information sheet has dimensions of approximately 8 ½ inches by approximately 11 inches.
21. (Original) The display of claim 18, wherein the transparent sleeve has an open end, and is attached inside the display sleeve to the front side of the display sleeve.
22. (Original) The display of claim 14, wherein the display sleeve is formed of at least one of a poster-board paper and cardboard.

23. (Original) The display of claim 22, wherein the sleeve comprises a fold attaching the front and back sides at one side edge, and wherein the front and back sides are sealed together along another respective side edge.
24. (Original) The display of claim 14, wherein the back side is continuous.
25. (Original) The display of claim 14, wherein the information comprises at least one of warranty information, information about at least one feature of the article of merchandise, and a sale price.
26. (Original) The display of claim 14, wherein the front and back sides include a top edge, a bottom edge, and two respective side edges, the front and back sides being attached at the two respective side edges.
27. (Original) A method of advertising, comprising;
- displaying an article of merchandise so as to permit the article of merchandise to be viewed by at least one customer,
- wherein an advertisement holder is removably attached to the article of merchandise, the advertisement holder comprising a border and a window having a perimeter defined at least partially by the border; and
- providing an advertising information sheet within the advertisement holder, the advertising information sheet comprising information pertaining to the article of merchandise,

wherein the advertising information sheet is arranged within the advertisement holder so that the information is visible through the window, and wherein the advertisement holder is configured to allow the advertising information sheet to be exchanged for a different advertising information sheet.

28. (Original) The method of claim 27, wherein the information on the advertising information sheet comprises information likely to induce a customer to purchase the article of merchandise.
29. (Original) The method of claim 27, further comprising:
  - detaching the advertisement holder from the article of merchandise; and
  - reattaching the advertisement holder to another of the same type of article of merchandise.
30. (Original) The method of claim 27, further comprising:
  - detaching the advertisement holder when a customer purchases the article of merchandise.
31. (Original) The method of claim 27, further comprising:
  - attaching a second advertisement holder to a second article of merchandise;
  - providing an advertising information sheet in the second advertisement holder,

wherein the advertising information sheets in both the first and second advertisement holders relate to the same type of merchandise, and

wherein the advertising information sheet in the second advertisement holder differs from the advertising information sheet in the first advertisement holder.

32. (Original) The method of claim 27, further comprising attaching the advertisement holder to at least a portion of the article of merchandise wherein the attaching comprises placing the advertisement holder around an exterior of said at least a portion of the merchandise.
33. (Original) The method of claim 32, wherein the article of merchandise is luggage comprising a trolley handle, and attaching the advertisement holder comprises placing the advertisement holder on at least a portion of the trolley handle.
34. (Original) The method of claim 33, wherein placing the advertisement holder on at least a portion of the trolley handle comprises passing said at least a portion of the trolley handle into an interior of the advertisement holder.
35. (Original) The method of claim 27, wherein the advertisement holder comprises a transparent sleeve between front and back sides of the advertisement holder, and wherein providing an advertising information sheet in



the advertisement holder comprises providing the advertising information sheet in the transparent sleeve.

36. (Original) The method of claim 27, wherein the advertisement holder includes a front side and a back side, the front side comprising the window, and the back side being non-transparent, and wherein providing advertising information sheet comprises placing the advertisement information for viewing through the window.

37. (Original) An advertisement arrangement for an article of merchandise, comprising:

a display sleeve comprising at least one open end, the display sleeve comprising a front side comprising a border and a window having a perimeter defined at least partially by the border, and a back side opposite to the front side,

wherein the front side comprises printed matter on the border, and wherein the display sleeve is configured to attach to the article of merchandise; and

an advertising information sheet removably associated with the display sleeve, the advertising information sheet comprising information likely to induce a customer to purchase the article of merchandise, the information on the advertising information sheet being visible through the window.

38. (Original) The advertisement arrangement of claim 37, wherein the advertising information sheet is larger than the window, the advertising

information sheet being arranged within the display sleeve so that edges of the information sheet are not visible through the window.

39. (Original) The advertisement arrangement of claim 37, further comprising a transparent sleeve between the front and back sides of the display sleeve, the transparent sleeve being configured to hold the advertising information sheet for viewing through the window.
40. (Original) The advertisement arrangement of claim 39, wherein the transparent sleeve is sized to receive a 8 ½ by 11 inch sheet.
41. (Original) The advertisement arrangement of claim 39, wherein the transparent sleeve has an open end, and is attached inside the display sleeve to the front side of the display sleeve.
42. (Original) The advertisement arrangement of claim 37, wherein the display sleeve is formed of at least one of a poster-board paper and cardboard.
43. (Original) An advertisement arrangement, comprising:  
a display sleeve comprising at least one open end, wherein the display sleeve comprises  
a front side comprising a border and a window having a perimeter defined at least partially by the border, and

a back side opposite to the front side,

wherein the front and back sides are flexible so as to permit at least a portion of the article of merchandise to be passed into an interior of the display sleeve via the at least one open end of the display sleeve;

a transparent pane associated with the window and disposed between the front and back sides of the display sleeve; and

an advertising information sheet removably disposed within the display sleeve, the advertising information sheet comprising information visible through the transparent pane in the window,

wherein the advertisement arrangement is configured to allow the advertising information sheet to be exchanged for a different advertising information sheet.

44. (Currently Amended) The advertisement arrangement of claim [4] 43, wherein the transparent pane is a portion of a transparent sleeve configured to hold the advertising information sheet for viewing through the window.

45. (Original) An advertisement arrangement for an article of merchandise, comprising:

a display sleeve comprising at least one open end, the display sleeve comprising a front side and a back side opposite to the front side,

wherein the display sleeve is configured to receive a portion of the article of merchandise in an interior of the display sleeve; and

an information sheet removably associated with the display sleeve, the information sheet including information visible through the front side.

46. (Original) The advertisement arrangement of claim 45, wherein the front side of the display sleeve is transparent.
47. (Original) The advertisement arrangement of claim 45, wherein the front side of the display sleeve comprises a border and a window having a perimeter defined at least partially by the border.
48. (Original) The advertisement arrangement of claim 45, wherein the display sleeve comprises at least two open ends.
49. (Original) The advertisement arrangement of claim 45, wherein the advertising information sheet comprises information pertaining to the article of merchandise and wherein the advertisement arrangement is configured to allow the advertising information sheet to be exchanged for a different advertising information sheet.
50. (Original) The advertisement arrangement of claim 49, wherein the information pertaining to the article of merchandise is information likely to induce a customer to purchase the article of merchandise.

51. (Original) The advertisement arrangement of claim 45, wherein front side comprises a border defining a window, the advertising information sheet being viewable through the window.
52. (Original) The advertisement arrangement of claim 45, further comprising a transparent sleeve between the front and back sides of the display sleeve, the transparent sleeve being configured to hold the advertising information sheet for viewing through the window.
53. (Original) The advertisement arrangement of claim 52, wherein the transparent sleeve is sized to receive a 8 ½ by 11 inch sheet.
54. (Original) A display, comprising:  
an article of merchandise; and  
the advertisement arrangement of claim 45, the advertisement arrangement being attached to the article of merchandise, and the information sheet comprising information likely to induce a customer to purchase the article of merchandise.
55. (Original) The display of claim 54, wherein the article of merchandise is luggage comprising a trolley handle, and wherein the display sleeve is disposed about at least a portion of the trolley handle.

56. (Original) The display of claim 54 wherein the display arrangement comprises a transparent sleeve between the front and back sides of the display sleeve, the transparent sleeve being configured to hold the information sheet.
57. (Original) The display of claim 54, wherein the display sleeve is configured to receive only a portion of the article of merchandise in the interior of the display sleeve.
58. (Original) The advertisement arrangement of claim 45, wherein the display sleeve comprises a transparent sleeve, and the transparent sleeve is configured to wrap around the article of merchandise.
59. (Original) The advertisement arrangement of claim 45, wherein the front side of the display sleeve is transparent.
60. (Original) The advertisement arrangement of claim 45, wherein the display sleeve is formed of a transparent sleeve configured to receive an advertisement sheet.
61. (New) The advertisement arrangement of claim 1, wherein the sleeve is configured to move between a first position, where the front and back sides are substantially planar, and a second position, where the front and back sides are substantially bowed outward relative to one another to allow a plurality of

different types of articles to be inserted within the sleeve.

62. (New) The advertisement arrangement of claim 61, wherein the advertising information sheet is configured to move between a first position, where the advertising information sheet is arranged within the sleeve to display information through the window and to advertise a first type of article disposed within the sleeve, and a second position, where the sleeve is disposed outside of the sleeve; and

wherein the sleeve is configured to allow the advertising sheet to be exchanged for a different advertising sheet disposed in the sleeve to display different information through the window of the sleeve and to advertise a second type of article disposed within the sleeve.

63. (New) The advertising method of claim 27, further comprising moving the advertisement holder between a first position, where the advertisement holder forms a substantially planar shape, and a second position, where the advertisement holder forms a substantially elliptical shape to allow a plurality of different types of articles to be inserted within the advertisement holder.

64. (New) The advertising method of claim 63, further comprising:  
moving the advertising information sheet between a first position, where the sheet is arranged within the advertising holder to display information through the window of the advertising holder and to advertise a first type of article

disposed within the advertising holder, and a second position, where the advertising information sheet is disposed outside of the advertising holder;

65. (New) The advertising method of claim 64, further comprising:  
exchanging the advertising sheet for a different advertising sheet disposed in the advertising holder to display different information through the display window of the sleeve and to advertise a second type of article disposed within the sleeve.
66. (New) The advertisement arrangement of claim 37, wherein the sleeve is configured to move between a first position, where the front and back sides are substantially planar, and a second position, where the front and back sides are substantially bowed outward relative to one another to allow a plurality of different types of articles to be inserted within the sleeve.
67. (New) The advertisement arrangement of claim 66, wherein the advertising information sheet is configured to move between a first position, where the sheet is arranged within the sleeve to display information through the window of the sleeve and to advertise a first type of article disposed within the sleeve, and a second position, where the sleeve is disposed outside of the sleeve.
68. (New) The advertisement arrangement of claim 67, wherein the sleeve is



configured to allow the advertising sheet to be exchanged for a different advertising sheet disposed in the sleeve to display different information through the window of the sleeve and to advertise a second type of article disposed within the sleeve.

69. (New) The advertisement arrangement of claim 43, wherein the sleeve is configured to move between a first position, where the front and back sides are substantially planar, and a second position, where the front and back sides are substantially bowed outward relative to one another to allow a plurality of different types of articles to be inserted within the sleeve.

70. (New) The advertisement arrangement of claim 69, wherein the advertising information sheet is configured to move between a first position, where the sheet is arranged within the sleeve to display information through the window of the sleeve and to advertise a first type of article disposed within the sleeve, and a second position, where the sleeve is disposed outside of the sleeve; and

wherein the sleeve is configured to allow the advertising sheet to be exchanged for a different advertising sheet disposed in the sleeve to display different information through the window of the sleeve and to advertise a second type of article disposed within the sleeve.

71. (New) The advertisement arrangement of claim 45, wherein the sleeve is

configured to move between a first position, where the front and back sides are substantially planar, and a second position, where the front and back sides are substantially bowed outward relative to one another to allow a plurality of different types of articles to be inserted within the sleeve.

72. (New) The advertisement arrangement of claim 71, wherein the advertising information sheet is configured to move between a first position, where the sheet is arranged within the sleeve to display information through a window of the sleeve and to advertise a first type of article disposed within the sleeve, and a second position, where the sleeve is disposed outside of the sleeve; and

wherein the sleeve is configured to allow the advertising sheet to be exchanged for a different advertising sheet disposed in the sleeve to display different information through the window of the sleeve and to advertise a second type of article disposed within the sleeve.

73. (New) An advertisement arrangement comprising:

a sleeve having a display window, a front side, and a back side, the sleeve being configured to move between a first sleeve position, where the front side and the back side are substantially planar, and a second sleeve position, where the front side and the back side are substantially bowed outward relative to one another to allow a plurality of different types of articles to be inserted within the sleeve;

an advertising sheet configured to move between a first sheet position, where the sheet is arranged within the sleeve to display information through the display window of the sleeve and to advertise a first type of article disposed within the sleeve, and a second sheet position, where the sleeve is disposed outside of the sleeve; and

wherein the sleeve is configured to allow the advertising sheet to be exchanged for a different advertising sheet disposed in the sleeve to display different information through the display window of the sleeve and to advertise a second type of article disposed within the sleeve.

74. (New) The advertisement arrangement of claim 73, wherein the sleeve extends along a longitudinal axis and the sleeve is configured to allow one of the plurality of different types of articles to be inserted within the sleeve along a direct parallel to the longitudinal axis.
75. (New) The advertisement arrangement of claim 73, wherein the sleeve is configured to allow one of a plurality of different types of articles to extend through first and second openings of the sleeve.
76. (New) The advertisement arrangement of claim 73, wherein the sleeve comprises a transparent pocket aligned with the window of the sleeve for allowing the advertising sheet to be removably inserted therein.

77. (New) An advertising method comprising:
- providing a sleeve having a display window, a front side, and a back side;
  - moving the sleeve between a first sleeve position, where the front side and the back side are substantially planar, and a second sleeve position, where the front side and the back side are substantially bowed outward relative to one another;
  - inserting a first type of article within the sleeve when the sleeve is in the second sleeve position;
  - inserting a first type of advertising sheet within the sleeve to display information through the display window of the sleeve and to advertise the first type of article disposed within the sleeve;
  - removing the first type of article from within the sleeve;
  - inserting a second type of article within the sleeve when the sleeve is in the second sleeve position;
  - removing the first type of advertising sheet from within the sleeve; and
  - inserting a second type of advertising sheet within the sleeve to display different information through the window of the sleeve and to advertise the second type of article inserted within the sleeve.

78. (New) The advertising method of claim 77, wherein the first type of advertising sheet displays a first price associated with a sale of the first type of article, and the second type of advertising sheet displays a second price different from the first price and associated with a sale of the second type of article.